

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108371  
**Alt Order #:** 06868516  
**Product Desc:** OBAMA 60'S  
**Estimate:** 2265  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	28	\$43,350.00	\$36,847.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	28	\$43,350.00	\$36,847.50	0.00
<b>Totals</b>	<b>28</b>	<b>\$43,350.00</b>	<b>\$36,847.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	23%	\$43,350.00
Market	100%	\$188,478.26

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$47,119.57
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$43,350.00
KTUD	1%	\$1,884.78
KVVU	23%	\$43,350.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$9,423.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			1			\$900.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$900.00		0.00						
E 2	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,400.00		0.00						
E 3	KSNV	10/30/12	11/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	1:00	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,800.00		0.00						
E 4	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$700.00		0.00						
E 5	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,250.00		0.00						
E 6	KSNV	10/30/12	11/05/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$650.00		0.00						
E 8	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$650.00		0.00						
E 9	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$900.00		0.00						
E 10	KSNV	10/30/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$2,400.00		0.00						
E 11	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,400.00		0.00						
E 12	KSNV	10/30/12	11/05/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	1:00	2	\$80.00	3	0.00	NM	2	\$160.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$80.00		0.00						
E 13	KSNV	10/30/12	11/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	1:00	4	\$2,600.00	1	0.00	NM	4	\$10,400.00
WHEEL/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$2,600.00		0.00						
E 14	KSNV	10/30/12	11/05/12		CM	730-758pm	MTWTF--	1:00	4	\$1,800.00	1	0.00	NM	4	\$7,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Repc											
				FacetoFace/Ralston Report											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/30/12		10/30/12	11/05/12	MTWTF--		4		\$1,800.00		0.00					
E 15	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	1:00	4	\$2,400.00	1	0.00	NM	4	\$9,600.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/30/12		10/30/12	11/05/12	MTWTF--		4		\$2,400.00		0.00					
E 16	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		10/29/12	11/04/12	-----S-		1		\$1,350.00		0.00					
E 17	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
				Sports Night in Las Vegas											
				SPORTS NIGH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		10/29/12	11/04/12	-----S		1		\$800.00		0.00					
E 18	KSNV	11/03/12	11/03/12	To the Point - ON	CM	430-5am	-----S-	1:00	1	\$90.00	1	0.00	NM	1	\$90.00
				To the Point - ON											
				TO THE POINT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		10/29/12	11/04/12	-----S-		1		\$90.00		0.00					
E 19	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		10/29/12	11/04/12	-----S		1		\$700.00		0.00					
													Totals	28	\$43,350.00